

ONTARIO
'B'
DISTRICT

Ballyhoo

VOLUME 3

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MARCH 12

1954

CONGRATULATIONS FEBRUARY "BOHANZA" WINNERS

Well, the scores are in, the winners have all been selected, and I can't say that the results came as too much of a surprise to me ... How about you?

HERE THEY ARE

GROUP "A"

<u>1st Prize</u>	- Art Cauley
<u>2nd Prize</u>	- Jim McDonough

GROUP "B"

<u>1st Prize</u>	- Len Gouin
<u>2nd Prize</u>	- Al Hartshorn

Congratulations Art, Jim, Len and Al ... All four of you did an outstanding job of consistent Ballyheeing, and a fair share of good industry and theatre Public Relations ... You richly deserve the top spots for the month of February ... Keep Ballyhooing!

Well Art, you finally made it, so you see, consistency does pay off. You missed the top spot by a whisker two or three times ... but I must say this for you ... You just won't give up. That's the spirit fellas ... How about passing along your formula to some of the other lads?

This is the second month that Jim and Art have split the top two prizes ... except that this trip the standings were reversed. How about some of the rest of you go-gettin' live wires cutting in on some of the gravy? It's not hard ... Ask the man who's won one.

Welcome Al to the winners' circle. This is a "first" for you ... Hope it isn't a "last".

February score-board and complete standings to date, inside.



MORE SAFETY HINTS

I'm glad that some of you lads are enjoying my safety hint pages ... the comments I have received to date have been excellent ... Hope it means that you're reading them, and what is more important, passing them on to your staffs.

This week we'll move out of the auditorium, and pay a visit to your projectionists.

YOUR PROJECTION ROOM

1. Check shutter-closing devices at least once a week to make sure that all the shutters will drop freely and securely in place upon release of the auxiliary safety device.
2. See that nothing obstructs self-closing doors or port sheaves.
3. Keep aisles free of all objects such as film cans and sand pails.
4. See that all exhaust motors are operating properly.
5. Dispose of hot carbons in sand pails or metal cans.
6. Be careful not to cut yourself on sharp edges of reel cans, or when handling films.
7. Be on the lookout for sharp edges and moving parts when cleaning projection machines.
8. Keep film in metal containers at all times when it is not being used.
9. Scrap film should be kept in proper receptacle and separated from waste paper and rubbish at all times.
10. Do not fail to pull switch and remove fuse before making changes on any electrical line.
11. Never bring any wood furniture or other flammable materials into the booth ... All equipment in the booth should be of metal construction.
12. Be sure that fire extinguishers, sand pails etc. are ready for immediate use in case of emergency. KNOW HOW TO USE THEM!
13. Note that guard on generator coupling is in place.

X.X.X.X.X

We do not mean to imply that your projectionists are unaware of the above common-sense rules of safety ... It never hurts to double check ... just in case. Please go over the items listed above, and make sure that your booth is a clean and safe place to work in. For your sake, and that of your thousands of patrons.

Next week ... Roof, Stairways and aisles etc.

EASTER'S COMIN'

It's not too early to start planning your Easter activities. Are you setting up any kids' shows? Have you been in touch with your booker with any constructive suggestions for setting up suitable holiday programs? ... Have you given the matter any thought at all? Get crackin' fellas.

How about your seasonal decorations? NOW is the time to start thinking about your new Spring Look ... Both in and outside your theatre. Go over every single inch of your theatre PERSONALLY and lay your plans for any touching up, repairs, etc. so that you can get started the minute the weather permits.

Easter'll be here before you know it ... Be ready for it.

X.X.X.X.X

CAMPAIGN BOOKS

To date I have received exactly ONE campaign book ... from Paul Turnbull ... Guess the rest of you aren't interested in the twenty five bucks prize for the best covers ... or perhaps you're leaving it to the last minute ...

Some of the campaigns submitted for BONANZA points certainly merit proper dressing up for submission to the Round Table or other similar trade publication competitions. Why not go to work on it RIGHT NOW ... Gather your material, dress it up, design a cover and send it in. And don't forget, I expect SEVERAL entries from each theatre in Ray Lewis' annual showmanship contest. So ... your entry can serve a dual purpose ... and can wind up by winning you one or more prizes.

How about it?

X.X.X.X.X

WHAT'S "COOK"ING?

That's the title of a new tip sheet being put out by Tiff Cook of Jimmy Nairn's department ... It's an excellent sheet which contains many good, practical exploitation ideas ... all of them designed for YOUR theatre.

Tiff has gone to a lot of trouble to assemble and edit his material, and I trust that each and every one of you reads it and MAKES USE of it. I have Tiff's first two copies before me, and they make mighty interesting reading.

In these two copies you will find hints on VICKI, TWELVE MILE REEF, HERE COME THE GIRLS, HONDO, FOREVER FEMALE, KISS ME KATE, MONEY FROM HOME, CEASE FIRE, BEST YEARS OF OUR LIVES, and THE EDDIE CANTOR STORY. I'm sure you can use some of them.

So ... WHAT'S WITH YOUR

Ballyhoo

BONANZA

We're well into March now, and will soon hit the half-way mark in our twenty five week BONANZA drive ... Are you happy with the showing YOU have made to date? The overall results have been not too bad ... could be much better though. There always seem to be three or four who are satisfied to sit on the side lines and act as a cheering section for the pluggers ... as witness the very recent I.F.D., GILBERT & SULLIVAN contest ... and that naturally keeps our showing just a little short of what it could, and should be.

Last month only one man missed out on the thousand point bonus ... This month, FIVE. What gives? Pull up your pants fellows, and let's see a little action ... YOU stand to win all that green stuff ... not I. Maybe you guys should run a contest for ME ... h uh?

IN THE TRADE HEADLINES

This is a little better ... a couple of pictures and lots of stories. Keep it up gang.

The February 27th issue of SHOWMEN'S TRADE REVIEW has an excellent story and picture of one of Bob Harvey's stunts ... good for an even 500 points ... Also good stories on Bob Nelson, Olga Sharabura, Len Gouin.

Jack Bridges got himself a good picture of one of his stunts, plus story in the March 6th M.P. HERALD ... 500 is right.

S.T.R. for March 6th carries nice stories on James P. McDonough, Jack Knight, Art Gauley and Olga Sharabura ... Still not the even dozen I have asked for ... but, 'taint bad.

Next page ... our complete standings to date, and score-board for February.

BALLYHOO BONANZA

SCORE-BOARD FEBRUARY 1954

	<u>GROUP "A"</u>			<u>GRAND TOTAL</u>		
	<u>SCORE</u>			<u>GRAND TOTAL</u>		
	<u>FEB. 6</u>	<u>FEB. 12</u>	<u>FEB. 20</u>	<u>FEB. 27</u>	<u>HONUS</u>	<u>FEB. TOTAL</u>
Art Gauley	4,200	2,000	4,000	2,800	1,000	14,100
J. McDonough	----	1,500	6,000	2,800	----	10,300
R. Harvey	14,00	24,00	14,00	3,400	1,500	2,100
Mel Jolley	33,00	21,00	12,000	8,00	1,000	2,200
Ted Doney	12,00	4,800	6,000	1,900	1,000	9,500
Vern Hudson	----	23,00	500	----	----	2,800
C.J. Jeffrey	13,00	300	----	----	----	1,600
Herb Chappel	----	----	1,500	1,600	----	6,800
 <u>GROUP "B"</u>						
Leon Gouin	2,400	3,800	3,200	1,200	1,000	11,600
Al Hartshorn	1,000	1,900	300	4,200	1,000	6,400
Jack Bridges	1,000	300	300	5,000	1,000	7,600
P. Turnbull	200	600	300	900	1,000	3,100
Bob Nelson	1,600	800	800	1,500	1,000	5,700
Olga Sharabura	11,00	900	1,700	1,300	1,500	6,500
Norm Gray	600	600	300	2,400	1,000	4,900
Jack Ward	----	300	2,500	1,000	1,000	8,600
Jack Knight	31,00	300	600	----	----	4,500
E. Lansborough	900	600	600	1,600	1,000	4,900

X.X.X.X.X

That looks like it fellows ... for this month anyway. To my mind the picture presented by the above standings is a most interesting one ... and certainly points the finger at one or two of you ... know what I mean?

Group "B" certainly looks better on paper than the "A" bunch ... both for consistency and in terms of points ... Are you "A's gonna sit back and take it?

Anyway ... my sincere congratulations to the winners in both groups, and to those who came close ... and that includes every one of you who TRIED. Keep trying, and keep BALLYHOOIN' and let's see what will show up at the end of March.

BALLYHOO BONANZA

SCORE-BOARD FEBRUARY 1954

	FEB. 6	FEB. 13	FEB. 20	FEB. 27	BONUS	FEB. TOTAL	GRAND TOTAL
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GROUP "A"

Art Cauley	4300	2000	4000	2800	1000	14,100	28,400
J. McDonough	----	1500	6000	2800	----	10,300	25,100
R. Harvey	1400	1400	1400	3400	1500	9,100	18,600
Mel Jolley	3300	2100	1000	800	1000	8,200	16,000
Ted Doney	1200	4800	600	1900	1000	9,500	15,000
Vern Hudson	----	2300	500	----	----	2,800	8,700
C.J. Jeffrey	1300	300	----	----	----	1,600	6,800
Herb Chappel	----	----	1500	1600	----	3,300	6,800

GROUP "B"

Len Gouin	2400	3800	3200	1200	1000	11,600	19,500
Al Hartshorn	1000	1900	300	4200	1000	8,400	15,700
Jack Bridges	1000	300	300	5000	1000	7,600	15,900
P. Turnbull	300	600	300	900	1000	3,100	14,500
Bob Nelson	1600	800	800	1500	1000	5,700	13,900
Olga Sharabura	1100	900	1700	1300	1500	6,500	11,700
Norm Gray	600	600	300	2400	1000	4,900	10,000
Jack Ward	----	300	2500	1000	1000	4,800	8,600
Jack Knight	3100	800	600	----	----	4,500	8,100
E. Landsborough.	900	800	600	1600	1000	4,900	7,100

X,X,X,X,X

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Group "B" certainly looks better on paper than the "A" bunch ... both for consistency and in terms of points ... Are you "A"'s gonna sit back and take it?

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LISTEN TO THOSE BALLYHOO DRUM-BEATS

Our contest picture seems to be a little different than it was a year ago, when Robert, of the North Bay Harvey clan swept everything before him, and the other Northern stalwarts weren't too far behind ... What's the matter Bob ...? I'm beginning to think that the Western Ontario gang may have been right when they said that one reason was that you guys stepped in clean and fresh while they had been slugging it out for nearly eighteen months ...

Be that as it may, you are now on equal terms !.. you've all been ballyhooin' to beat the band, and doing a whale of a job ... Don't let up now ... Beat that old drum of yours for all it's worth ... It's more important now than ever before.

And what happened to you Paul? Surely you're not so drunk with last month's achievement that you expect it to carry you right through the term of this drive ... You dropped from over 11,000 points to just about 3,000 ... and that, in my book, ain't good. Pork up there fellas.

The rest of you ... keep slugging. There are lots of prizes for all, and many honors to be shared. I want to see you all at our presentation luncheon next summer, and would like to see a "Ballyhoo" certificate in every office.

You can all take a lesson from Art Gauley ... He hasn't missed a week in over fourteen months ... and in spite of the fact that I've really toughened up in my method of seeing ... Brother-r-r, have I chopped his entries every which way, the guy just wouldn't give up, with the result that he topped the list in February. That's what I call real consistency, and real "GO" ...

And remember fellows ... the real points lie in your newspaper deals ... co-ops, planted stories and pics., and normal common-sense promotion. Go after them, and I'll keep piling on the points.

Now, let's see what you fellows managed to beat out of those drums of yours ...

WEEK ENDING FEBRUARY 27th

ORPHEUM - 500

Well, Olga has sent in her advance stuff on BOTANY BAY ... and it's good. With no help from her local daily she sold a full page of co-ops to local merchants, with each ad tying in somehow with the title of the picture ... Headline to boot ... In the middle of the page was ... naturally ... Olga's spread.

A real cannon, albeit of very ancient vintage, was placed in front of her theatre and caused quite a stir amongst the children, as well as some of the "grown up" kids.

CAPITOL - NORTH BAY

HOW TO MARRY A MILLIONAIRE was Robert's attraction, and he started well in advance with a good dressing up job in and outside of his theatre ... A good display on the cashier's counter of the local bus terminal told the North Bay visitors what was cooking at the Capitol.

Good windows were arranged one week in advance and through his engagement in Stradwick & Brown's ... Tip Top Tailors ... Marlene Ladies' Wear ... Chicago Restaurant. Two good scenes appeared in the Nugget on off-theatre pages.

Clayt and Don Hill used a six inch cut of Marilyn Monroe in their 1970 line ad which was headed "You Don't Have to be a MILLIONAIRE to Own A Used Car ... etc". Very effective.

Bob had a combination deal arranged with a number of local merchants ... BUT ... at the last moment one of them decided to drop out and killed it for the rest ... Tough luck lad ... but keep slugging 'em ... the way you did in our Jackpot Jamboree ... Remember?

BROADWAY - TIMMINS

Bob placed a good display on CRUISIN' DOWN THE RIVER on one of the fences along Timmins' main stem ... C.F.C.L. co-operated by airing a full half-hour show of Billy Daniels' recordings plus many excellent feature and theatre plugs. A good two-column story appeared on an important page of the daily.

PALACE - GUELPH

Glad to see that I'm finally getting some action out of our 'Erbert ... This week's contribution includes an excellent 280 line co-op with the College Beauty Salon, in the Mercury, tying in FOREVER FEMALE ... What more natural than that? A good pic scene was used in the ad plus a good heading.

A good scene on an off-theatre page on the same pic. In the way of public relations, Herb arranged for Chet Friedman, H.G.M.'s ad head to speak at the weekly Lion's Club luncheon. Chet's title ... "Your Theatre's Place in the Community" ... Very well received.

GRANADA - HAMILTON

Paul arranged a very effective window tie-up on ROYAL AFRICAN RIFLES, with a local sporting goods store ... Lots of art and theatre copy around a display of the latest in shootin' irons.

On FLIGHT TO TANGIERS, the Lucas Travel Agency put in a good window, tying in with their B.O.A.C. flights ... also provided Paul with a large scale model stratocruiser airliner which he used as a lobby display.

A sandwich man paraded the streets with good copy for TANGIERS.

REGENT - OSHAWA

Some good stuff here from Al, on MILLIONAIRE ... The Metropolitan Store used an excellent mounted 40 x 60 as a background for a window display, with lots of real \$1.00 bills pasted on their window ... very effective, and had 'em all talking ... Wilson and Lee music store also put in a good window, with a 40 x 60 as background dressing.

Al sold three excellent co-op ads ... Andy Nagy Body Shop ran a 200 line ad, featuring a full-length cut of Monroe and headed ... "Let us give that old car a Beautiful Body" etc. Biddulph's T.V. came through with a 340 liner, also using art of Marilyn ... and in addition, a five hundred liner boosting their annual treasure sale, with Miss Monroe occupying a place of honor smack in the center of the ad. These ads represent a lot of effort on Al's part ... his daily isn't the easiest in the world to get along with ... Nice going.

As a wind up to his campaign, Al made sure that fifty good displays appeared in a like number of good Oshawa locations.

CENTURY - HAMILTON

G K O C made extensive use of the background music from THE MAN BETWEEN, plus many picture and theatre credits ... Another good full co-op page in the Review ... this time on APPOINTMENT IN HONDURAS.

TIVOLI - HAMILTON

James is still playing MILLIONAIRE, and still sending in slightly terrific stuff ... Lloyd's Glass went for a 900 line ad, of which half was devoted to Marilyn posing in front of four mirrors, FOUR yet ... headed "Marilyn does it with mirrors" ... a fine bit of co-op.

Jim made a good deal with G.M. Motors, which resulted in attraction and theatre mention each day for twelve days in their classified ads ... A typical ad began "You can drive like a MILLIONAIRE" etc., plus excellent theatre credits.

Excellent radio coverage included twenty five FREE spots plus numerous recordings ... A three column scene on an off-theatre page completes the hold-over campaign.

CAPITOL - GALT

MARTIN LUTHER finally came to Galt, and the local clergy made good their promise to publicize it from their pulpits ... Ed decided to run an ad on the Church page, but the Reporter lads thought they knew better and switched it to the theatre page. Eddie really let them have it, and as a result didn't have to shell out for the space ... In addition they kicked through with a good scene on an off-theatre page.

The old folks of the Salvation Army's home were guests at one of the showings, which was reported in the following day's edition of the daily.

VICTORY - TIMMINS

I've got a pile of stuff here from Jack, including a campaign book on ETERNITY ... so, let's try to catch up with the guy.

C F C L gave the French flicker NE DE PERE INCONNU (You pronounce it ...) many free and certainly acceptable plugs ... many in French. Must have helped. A good scene on an off-theatre page on INFERNAL...

Jack started his ETERNITY campaign with good signs on traffic lights at sixteen separate intersections ... Good copy, "FROM HERE TO ETERNITY is just one stop against the green light" ... Very effective and a "first" in Timmins.

One week in advance and throughout the engagement Jack had excellent six sheet size cut-outs placed on the backs of all local Coke delivery trucks which cover not only the city but the entire trading area. News service trucks were plastered with 22 x 28's.

Boy Scouts placed ETERNITY cards with wording similar to that used on the traffic lights, on the windshields of all parked cars in the down town section during peak traffic hours. The two largest super-markets in town stuffed heralds into all their bags during the first two days of the feature.

Two good window displays were set up ... one in the United Cigar Store, and the other in the Venetian Sweets Shop. Between them the stores sold over 500 pocket editions in the four days before opening.

Six sheet cut-outs were placed in the window of a vacant store on the main drag ... Both C K G B and C K F L had their disc jocks plug the title song extensively on all programs in advance of and during the run.

An excellent story appeared on the best page of the Daily Star on the day following opening... good scene on the Society page.

In the way of a street bally, Jack had two lads from the local cadet bugle band parade the main streets during peak hours, playing bugle calls, and suitably bannered with pic copy reading ... "No, it's not a bugle I'm blowing, it's the Victory Theatre horn I'm tootin' ..." It's different ...

SENECA - NIAGARA FALLS

I have another excellent co-op inserted in the Review by a local furniture dealer, tying in on MILLIONAIRE ... This one takes up the whole bottom of the page ... all eight columns, featuring a good cut of Monroe, a good heading, and lots of picture credits.

Jack generously gives full credit for the co-op promotions to his assistant Mort Grant ... Keep it up fellows.

PARAMOUNT - PETERBORO

Seems that both Art and Don have been a little under the weather this week ... but, even at that, they managed to send in one of their usually excellent entries to our BALLYHOO BONANZA ...

Weldrest Cleaners still coming through with their twice-a-week co-ops in the Examiner ... this week plugging BOTANY BAY. Sunshine Sweepstakes also going strong, with Art displaying the five leading contestants' photos in his lobby ...

The Review ran a good page 2 story on DANCERS OF THE DEEP, which features Peterboro's own famous ornamental swimmers. Art started work on this one early ... it hasn't even been booked yet ...

A pic of Art appeared in both the Review and the Lakefield News, with good story ... Kist Good Deed Club still as strong as ever, with lots of theatre plugs ...

In addition to their co-op ads, Weldrest Cleaners bought fifty ... that's right, 50 ... spots over C H E X during the week, extensively plugging their tie-up with Art, and giving plenty of time to BOTANY BAY.

ALGOMA - SOO

FOR ALL THE BROTHERS WERE VALIANT, Norm placed an excellent comic standee of a whale relaxing in a rowboat with a frightened sailor looking on, right in front of his entrance doors. People stopped to look ...

Con-Ell Furs gave Norm a complete window, tying in their furs with his MILLIONAIRE date ... Both the merchant and Norm were happy at the results. The C.P. decorated their downtown window most attractively, with posters headed ... "You too can travel like a MILLIONAIRE" etc ... T.C.A. followed the same theme.

The Pinch stores came through with an excellent window loaded with stills and copy cards on MILLIONAIRE ... A local eatery proprietor plastered the windows of his two shops with copy reading ... "You don't have to be a MILLIONAIRE to enjoy good food" etc.

Norm had each of his cashiers wear "Diamonds" and furpieces during the run of the picture ... Suitable copy cards told why ...

Guffin's restaurant came through with a cute gimmick ... Two women were interviewed during their Saturday morning show and asked why, and what they would do to MARRY A MILLIONAIRE ... Prizes consisted of a steak dinner for two, and a taxi ride to the theatre to be Norm's guests ... Incidentally, this deal was broadcast, and you may be sure MILLIONAIRE came in for plenty of mention.

ROYAL - GUELPH

Ted's I SAW Contest still going strong ... Good scenes on off-theatre pages on both CAPTAIN'S PARADISE and BOTANY BAY ... A good story on the latter.

An excellent three quarter page co-op with Love's T.V., with at least half the total lineage devoted to BOTANY BAY, with a 420 line press-book scene, and appropriate heading.

CAPITOL - PETERBORO

Len had a table reserved at the Aragon Club for THOSE REDHEADS FROM SEATTLE, with suitable copy on a miniature "A" board ... A good display on the sidewalk in front of his theatre, with the offer that any redheaded sisters would be admitted free ... No takers ... wonder why? C H E X came through with many free plugs and musical selections with good theatre credits.

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That looks like it for week ending February 27th ... Seems there are a couple missing ... I'll let you figure out who.

X.X.X.X.X

WEEK ENDING MARCH 6TH

CAPITOL - ST. KITTS

About a month before SCOUTMASTER was due to open, Vern went to work on the local Scout officials ... with the result that on the opening Saturday, 500 Scouts and Cubs paraded to the theatre, pipe band, full-uniform etc., and they paid their way in, one hour before his regular opening ... The confection bar really took a beating, to the tune of many times its normal take ...

For one week in advance, and during the run of the feature, Vern displayed local Scout handicrafts, pennants and projects in his lobby. Quite an imposing display.

TIVOLI - HAMILTON

For BOTANY BAY, Jim's assistant, Doug Mickleboro arranged three very nice windows ... in Duncan's, Cloke's and Jewill's ... three leading Hamilton booksellers.

Beautyland Salon contributed a portion of their 300 line ad to a star cut plus theatre copy.

ROYAL - GUELPH

Ted was playing THE BIG HEAT, and tied up with Cable Fuel Company which gave generous space to the feature and theatre in their 200 line ad. Guess what ... George Fairley, former F.P. manager of the local Palace, owns the outfit ...

Good two column scene on an off-theatre page ... and, naturally, Ted's I SAW deal still going strong.

PARAMOUNT - PETERBORO

Weldrest Cleaners still kicking in with liberal mention in their newspaper ads, twice each week ... In addition, they purchase books of F.P. tickets for use as prizes.

Ross Food Market gave ETERNITY a generous portion of their three quarter page ad, with the offer of guest admissions to some lucky customers ... Kist Good Deed Club still running true to form.

Three separate discs from ETERNITY were aired at good listening times over C H E X ... The two songs featured in the film were played twenty times during the week ... naturally with appropriate pic and theatre mention.

Weldrest Cleaners used forty spots plugging their Spring sale and the Paramount's picture. Ross Food Market placed a good mounted display in each of their four stores.

BROADWAY - TIMMINS

The Daily Press ran a story on CRUISIN' DOWN THE RIVER, and both local radio stations came through with a fair number of free plugs for the attraction in the form of musical interludes. Twelve mounted displays placed in good locations throughout Timmins.

LATIN LOVERS also got Bob some good time on his radio stations ... Good story on the Women's page in the Press ... As a street stunt, Bob dressed a couple of lads in Mexican sombreros, slung cardboard guitars around their necks, plastered their backs with good copy and sent them out on the street ...

CAPITOL - WELLAND

Jack was laid up for a few days and had to forgo the plans he had made for publicizing BANDWAGON ... He did, however manage to plant a good scene on an off-theatre page, and also arranged a good window in a local shoe shine parlour on the "Shine your shoes" sequence from the film. C H V G plugged songs from the film on their "Lady of the Day" program.

CENTURY - HAMILTON

Another good co-op page in the local Review, this time on Mel's current attraction BEST YEARS ... C H M L has a weekly program starring Dana Andrews, who happens to one of the stars in Mel's feature ... So-e-e, natch, many free plugs during the week's run.

REGENT - OSHAWA

Al succeeded in placing a scene on STALAG 17 on an off-theatre page of the Times-Gazette ... C K L B co-operated by playing the star interview disc on three consecutive days during the engagement ... also made prominent mention of the program over their morning women's program.

Al reports he's trying to duplicate Ted's I SAW deal. Good luck, fellas.

PALACE - GUELPH

What's this ... looks like our Herbie is beginning to come to life ... Welcome back Herb ... stay a while, won't you ... Well in advance of the opening of THE ROBE, Herb sent personal letters to every clergyman in the Guelph area ... All promised their full co-operation ...

The O.A.C. house organ published an excellent story on the introduction of CinemaScope to Guelph ... C.W. Kelly Music Store contributed space at the top of their three column ad in the Mercury to THE ROBE ...

This I really like ... The Mercury ran a three column picture of the interior of the Palace in preparation for the change to CinemaScope ... big screen and all ... plus a 220 line story on the new process. Nice going, boy.

Two good three column scenes published on off-theatre pages ... C J O Y most co-operative ... Besides many free spots, on all disc jock programs, they ran gratis the entire score of the L.P. album, with a portion of the story or biography of the stars between divisions ... This was aired from 4.15 to 5.00 p.m. on the Friday afternoon before opening.

Herb's entire theatre was very colourfully decorated for the big event ... Even the "No Parking" signs in front of the entrance were covered with good copy boards.

CAPITOL - PETERBORO

Len's feature was BIG TREES ... He had a number of good signs made up and tacked them on many large trees around the city, and at main thoroughfares, on telephone poles etc. For the same pic, large arrows were made up and posted on traffic light poles, all pointing in the general direction of the Capitol.

Len is still trying to build up his Foto Nite attendance. He arranged to cut in on C H E X's "Pot of Gold" program which is aired daily from 4 to 5. Came up with many free spots, and each of the program's four sponsors donated some of their products for use as prizes on his stage contest ... Total cost ... just a pleasant "Hello" and "Thank you" ... Cheap enough? A good two column scene in both the Review and Lakefield News.

CAPITOL - NORTH BAY

A good scene mat on an off-theatre page in the local Nugget, on MILLIONAIRE ... Fifty local buses and trucks carried attraction cards ten days in advance and during the run.

A cute and very simple street stunt was arranged to bally MAIN STREET TO BROADWAY ... Good posters were placed here and there in snow banks (Bob tells us they had some snow ...) along the main drag, with copy reading ... "Don't let the snow from Main street to Broadway stop you from seeing MAIN STREET TO BROADWAY, now at the Capitol".

ORPHEUM - 500

This seems to be the one Olga's been waiting for ... and she sure gave it both barrels ... BOTANY BAY we're speaking of ... and her bally must have paid off ... The b.o. statement shows packed houses at every performance ...

Three weeks in advance Olga posted a 24-sheet on a very conspicuous corner, and four mounted displays in four of the best locations in the city ... "Wanted" cards were placed in barber shops, pool rooms, cigar stores and sporting goods stores ... Copy followed this line ... "Wanted, hearty adventurers to join Alan Ladd and James Mason on their perilous voyage to BOTANY BAY" ... A very effective method of advertising ...

One of the local radio announcers, and a good friend of Olga's happened to be in the navy, and knows all the actual nautical calls ... He cut a record for Olga with a background bell effect, changing his voice to sound like an old sea dog, and shouting out orders to hurry to the Orpheum to see BOTANY BAY ... This was aired every half hour during opening day ... and a duplicate was played over the p.a. system into the street.

Olga borrowed a model ship from a captain on one of the Great Lakes freighters ... had the name BOTANY BAY lettered on it, and placed in the window of a local restaurant ... An accompanying poster invited the public to guess the weight of a certain ship of specific dimensions. The ballot box was placed near her candy bar, and passes to see the feature awarded to the winners. The answer was published in Olga's ad at the end of the week ... The cannon Olga used was described in last week's notes.

The local Navy League loaned Olga flags and bunting which were draped all around and under her marquee ... A big, bold splashy sea front was erected ... On top of the marquee, set between the two Orpheum signs was a huge, well-constructed three sail display. All were suitably inscribed.

Olga's staff was the talk of the town ... She borrowed complete WREN outfits for her usherettes, candy girl and cashire, and a navy captain's uniform for the doorman ... The joint just dripped with atmosphere ... The customers loved it.

During peak traffic hours, Olga's usher paraded the streets attired as an 18th century sailor ... The local Sea Cadets were Olga's guests at a performance, and paraded to the theatre stopping traffic along their route ...

As a special treat, on the last day Olga invited the children from the Shingwauk Indian School as her guests ... Many of them had never before seen a movie. Good P.R.

Virenes Ladies Wear gave the Orpheum two full windows. Kleiman Bros., a sporting goods store kicked in a full window, one of the best yet ... The background was a mass of stills and posters on BOTANY BAY. They tied in their model ships of course, sail boats, fancy ships, bottled ships (not schnapps ...) etc. Nice going Olga ... and nice points ... 4700 no less...

GRANADA - HAMILTON

One week in advance of his playdate, Paul lettered the lobby floor with copy as follows ... "What made JENNIFER afraid of men ..." etc. This method of advertising had proven very effective in the past and Paul uses it every once in a while ... In addition fifty spots throughout the theatre were handled in a similar manner ... doors, show cases, drink dispenser, mirror, and yes, even the rest rooms ...

For his dinnerware give-away, Paul used imprinted bags with catchy copy from JENNIFER, to wrap the pieces in. A good scene on an off-theatre page in the Spectator.

ALGOMA - SOO

As usual, the disc jocks at C J I C co-operated fully with Norm to promote his MILLIONAIRE holdover ... Free plugs aplenty, and everyone seemed quite happy about it, including Norman.

Whalen's Credit Jewellers made up a very attractive window display to tie in their diamond sale with the MILLIONAIRE theme ... The De-Lib Dress Shop placed two of their new wedding gowns in the window with good tie-in MILLIONAIRE copy.

VICTORY- TIMMINS

I see a couple of tear sheets, sent in by Jack on THUNDER BAY ... One a story on the local page ... the hottest page in the paper, sez Jack ... the other a good scene on an off-theatre page. Two more scenes on SO BIG ... both on the social page on different days.

Jack is right in the middle of preparations for Cinema-Scope, and promises us lots of action for publication in our next issue of BALLYHOO.

X.X.X.X.X

Guess I'll call it a day ... finally I'm caught up and should be able to publish each week's entries separately ... Soon be time to publish our MARCH score-board ... How are you going to stack up? I can't guess, it's up to you ...

Still a few among the missing ... can't seem to figure out even one simple little stunt per week ... and that's really sad ... Maybe I should have one of our experts make the rounds and show you how ...

So long for now ... see you next week.

D.E.K.